

## Message Text

UNCLASSIFIED

PAGE 01 BANGKO 06804 300525Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----301449Z 043570 /46

R 300215Z MAR 77  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 606

UNCLAS BANGKOK 6804

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI

1. THAILAND
2. CNTY CODE:549
3. SER.NO:NA
4. DEEMAR CO., LTD.
- 4A. CODE:P
5. 120 SILOM ROAD
6. BANGKOK, THAILAND
7. ESTABL:1970
8. EMPL:22
9. SIZE:(20-X) SMALL
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN  
ORDER OF IMPORTANCE: LOCAL AND ABROAD
12. RPT.DATE:03/77
- 13A. 73920 MARKETING RESEARCH OFFICE
14. CONTACT: DEREK Q. MESURE TITLE:DIRECTOR
15. CABLE: DEEMER
16. TELEX:NA
17. TEL.2344520, 2344521
18. FINANCIAL REFS: THAI FARMERS BANK LTD., 142 SILOM ROAD,  
BANGKOK.
19. TRADE REFS: RAND CORP., 1700 MAIN STREET, SANTA MONICA,  
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- CALIF. 90401; NEWSWEEK, INT'L EDITION, NEWSWEEK BLDG., 444  
MADISON AVENUE, NEW YORK, N.Y. 10022
20. AGENCY REP: NA
  21. DEEMAR COMPANY LIMITED WAS REGISTERED AS A LIMITED LIABILITY  
COMPANY IN 1970 WITH AN AUTHORIZED CAPITAL OF US\$20,000 TO  
TAKE OVER THE BUSINESS OF DIETHELM MARKETING RESEARCH, A  
DIVISION OF DIETHELM & CO. LTD. (WTDR - 1/76). DEEMAR ACTS

AS A CONTRACTOR UNDERTAKING THE FOLLOWING SERVICES: CONSUMER, GRADE, SOCIAL, ECONOMIC AND INDUSTRIAL RESEARCH FOR DOMESTIC AND FOREIGN CLIENTS. IT IS ASSOCIATED WITH THE SURVEY RESEARCH GROUP OF MALAYSIA WHICH HAS OFFICES IN THE REGION. DEEMAR CO., LTD. IS NOW UNDER THE MANAGEMENT OF MR. DEREK Q. MESURE, A BRITISH CITIZEN WHO STUDIED MARKETING IN THE U.K. SUBJECT FIRM HAS A STAFF OF 22 EXCLUDING PART-TIME EMPLOYEES. FIRM HAS CONDUCTED STUDIES FOR SEVERAL FIRMS THAT HAVE BUSINESS INTEREST IN THAILAND. SOME OF ITS CLIENTS WERE: MONSANTO, EXXON/ESSO, 3M, IBM, RICHARDSON-MERRELL, DOW CHEMICALS, XEROX, BRITISH-AMERICAN TOBACCO, NESTLE, GUINNESS AND CARLSBERG BREWERIES, ETC. TWO LOCAL BANKS REPORT FAVORABLY ON THIS FIRM, STATING THAT DEEMAR MAINTAINS A SATISFACTORY ACCOUNT AND HAS UTILIZED THE BANK'S CREDIT FACILITIES WITH GOOD RESULTS. THE EMBASSY CONSIDERS SUBJECT FIRM TO BE AN ACCEPTABLE TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: WARD D. BARMON  
AT: AMEMBASSY BANGKO  
BURKE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 30-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BANGKO06804  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770109-0126  
**Format:** TEL  
**From:** BANGKOK  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t1977039/aaaaagzo.tel  
**Line Count:** 81  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:** Hold (001 Tobacco) added on 4/16/2009 3:39:09 PM by WASHDCMcGoldRJ, Hold (001 Tobacco) removed on 4/16/2009 3:45:07 PM by WASHDCMcGoldRJ (Litigation Hold Lifted)  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 45c012bd-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 17-Sep-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3197313  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/45c012bd-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009